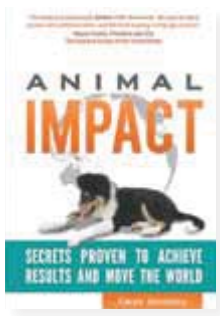


Scribblings and Screenings for the Animal Set



Get the Message?

That's a question that animal advocates often ask about their own campaigns: Are we reaching the people we need to reach? Is our approach hitting the right audience? What can we do better to make sure people hear and act on what we have to say? In *Animal Impact: Secrets Proven to Achieve Results and Move the World*, Caryn Ginsberg helps advocates examine their own strategies and tactics and figure out what's working—and why. Using real-life examples of animal welfare folks who've tackled everything from unchaining dogs to motivating people to spay/neuter, Ginsberg looks at successes and failures in advocacy. "I wish I'd known then what I know now, and what you're about to learn," writes Heidi Prescott, senior vice president of campaigns at The HSUS, of what's she's learned from Ginsberg's work and assistance. "... Whether you are an individual advocate or part of a group, new to animal protection or a seasoned veteran, the approaches here can help you be more effective."



Longtime Companions

"In every culture around the world ... there are people who love dogs," writes Jeffrey Moussaieff Masson in *Dogs Make Us Human*, a celebration of the human-canine bond. The 100 stunning images, by wildlife photographer Art Wolfe, cross all continents and cultures: from urbanites in San Francisco's Golden Gate Park to tribesmen in the remote New Guinea highlands. The one constant is the dogs, whether pampered Pomeranians or hardworking herding types; they've been integral members of the human family for tens of thousands of years. Masson explores some of the theories surrounding the evolution of this unique friendship, but for the most part lets the photographs speak to the core truth: "We want to be around them as much as they want to be around us."



The Agony and the Cat-stasy

While *Animal Sheltering* would normally hesitate to recommend a book in which cats are depicted without collars, in Yasmine Surovec's cartoons, people don't have noses either. So we're assuming it's artistic license and giving her a break on this one, mainly because *Cat Vs. Human* a) is adorable, b) depicts the realities of life with kitties (the cat-induced stocking runs, the interruption of romantic moments with strategically emitted hairballs) in a manner that is both loving and feisty, and c) is adoption-positive; in December, Surovec wrote on her website, catvshuman.com, about getting a new shelter cat this past winter. And she also depicts the difference between a "cat lady" and a "crazy cat lady" in a drawing sure to remind shelter and rescue folks of people we know ... perhaps even people we see in our mirrors.



Moving the Merchandise

Robert Cabral's book *Selling Used Dogs: A Think Outside The Box Guide for Anyone in Rescue* is a bit of a mish-mash—behavior assessment tips here, advice on off-site adoption events there. That said, if you look beyond the slightly sloppy surface (the book needed a copy editor's hand), this text will be *highly* valuable for many rescuers and shelter folks. Loaded with tips

on using social media to save pets, how basic training can make shelter dogs "show" better in the kennels, how to make a good video for online adoption listings, and much more, Cabral's book takes a friendly but no-nonsense look at what people can do to impact euthanasia rates, taking on topics ranging from which animals rescuers should focus on to save more lives to how rescues can build better relationships with shelters. It's sensible, direct, and compassionate about both the animals and the people working to help them. And if you don't want to shell out \$14.95 for the paperback, you can download a PDF copy for free at boundangels.org/about-2/training-sud/.



Join the Crusade

We have a duty to speak out against the harm done to animals, author Allie Phillips argues, but many of us don't know where to start. Phillips, a lawyer and veteran animal advocate, sets out to remedy that situation in *Defending the Defenseless*, a step-by-step guide to getting involved in protecting pets. In an age of information overload that she says discourages people from answering the call, Phillips tries to break through the clutter by focusing on companion animals and specific ways that people can help. The book touches on everything from attending your first conference to transporting shelter animals and helping feral cats—and the chapters conclude with bullet points detailing how you can do more. Whether you want to become a shelter volunteer or a lawyer specializing in animal issues, you'll find useful advice in *Defending the Defenseless*.